



MCA

P e r s p e c t i v e s

VOLUME III

NUMBER X

A
Quarterly
Publication
from
the
Massachusetts
College
of
Art
Alumni
Association

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

SOLD!
Art Auction '90
by Mary Gagliano, Associate Director,
Alumni & Development

The Foundation's "auction extravaganza" was held on April 26 in the newly-renovated Main Gallery in the MCA Administration Building. The evening began with a reception from 6:00 to 8:00 o'clock. Alumni Association president Jim Fitts provided the taped music for the event; and, welcoming remarks were made by President O'Neil and Stephen Farrell. At 8:15 auctioneers Jim Bakkar and Rebecca Hoffman began the bidding. The auction was a huge success—grossing over \$42,000. After fees to the artists and auction expenses, over \$20,000 will go to the College for scholarships and equipment.

Over 110 artists (thirty-nine of whom are alumni/ae) provided 131 pieces of work. The prestigious list of artists includes:

- | | |
|-------------------------|--------------------------|
| Nancy Aleo ('79) | Kenneth Fitzgerald ('83) |
| Karl Baden | Jeremy Foss |
| John Baker | Robert Freeman |
| Gerry Bergstein | Ellen Gibson ('87) |
| Claudine Bing | Paul Goodnight ('75) |
| Alfonse Borycewicz | Barbara Grad |
| Barbara Bosworth | Pier Gustafson |
| David Lloyd Brown ('79) | Judy Haberl |
| Richard M. Brown | Rick Harlow ('73) |
| Kelly Burke | Conley Harris |
| Jim Cain | Chris Hearn |
| David Campbell ('85) | Meg Hickey |
| Debra Claffey | Donna Rae Hirt |
| Walter Compton | Jon Imber |
| Jeffrey Coolidge | Henry Isaacs |
| Pat Coomey ('66) | Richard Jacobs |
| Robert Cumming ('65) | Trintje Jansen |
| Bernard D'Onofrio | Daniel Kelleher |
| Dan Dailey | Gyorgy Kepes |
| Michael David | Roger Kizik ('72) |
| Tom Dempsey ('75) | Dorothy Simpson Krause |
| Americo DiFranza ('42) | Lisa Langhammer ('86) |
| Rebecca Doughty | Dexter Lazenby |
| A. L. Drezner | Marcia Lloyd |
| Neal Drobnis ('83) | Wladzia McCarthy |
| Tom Druecker | Martha McCollough |
| Sylvia Edwards ('57) | John McNamara ('71) |
| Jane Ehrlich ('79) | Laura McPhee |
| Robert Ferrandini ('72) | Stephen Mishol ('84) |
| Aaron Fink | Rob Moore |
| Jim Fitts ('71) | Abe Morell |



- | | |
|-------------------------|---|
| Maud Morgan | Jo Sandman |
| Karen Moss | Cameron Shaw |
| Daveda G. Movitz | Heddi Siebel |
| Edward Movitz | Margaret Simpson ('85) |
| George Nick | Jill Slosberg-Ackerman |
| Dean Nimmer | Jane Smaldone ('76) |
| Nicholas Nixon | Dawn Southworth ('76) |
| Alvin Ouellet ('87) | Jonathan Stangroom ('73) |
| Francine Ozerko ('73) | Brenda Star |
| Frank Ozerko ('73) | Chuck Stigliano |
| Andrea Panella ('87) | David Sullivan |
| Marilyn Pappas ('52) | The Graphic Workshop/
Felice Regan ('71) (Dir) |
| Christy Park | Bill Thompson |
| Paul Rahilly ('77) | Randall Thurston |
| James Rayen | Steve Tourlentes |
| Edie Read | Cheryl Warrick ('88) |
| Louis Risoli | William Wegman ('65) |
| Al Rizzi ('71) | James Weinstein ('85) |
| Randolfo Rocha | Shelley Weiss ('86) |
| Gabrielle Rossmer ('74) | David Zaig |
| Ellen Rothenberg ('78) | Jody Zellen |
| Richard Rourke ('49) | Darryl Zeltzer |
| Ben Ryterband | |
| Dana Salvo ('80) | |

The auction committee—Pat Stavaridis and Paula Zellen, Co-Chairs, Jim Fitts, Colleen McGee-Stanton and myself—was especially grateful to the many volunteers—faculty, staff, students, alumni/ae and board members—who helped make the auction the success it was. Special thanks go to the in-kind donors: James R. Bakkar Antiques, Inc.; Boston Popcorn Company; Catering by Jacqueline; Catering by James; Club Cafe; Coca-Cola of Boston; Flowers by Amanda Gordon; Metalwoods Workshop, Inc. of Rockland; Phyllis Tobin Caterers; Kevin Rose-Pepperidge Farm Cookie Co. of Medfield; Service America Corporation; and Karen Wong—Hobomock Designs.

Details for next year's auction will be in the Winter issue of *Perspectives*.

The bidding begins...



Maya Angelou,
photograph
by
Brian Lanker,
from
*I Dream A
World*.

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

1990-1991 EXHIBITIONS SCHEDULE

Main Gallery

Fall 1990

September 5-22

Poster Art of the Soviet Union

Sponsored by the Boston Chapter of the AIGA. Up to 100 vibrant contemporary Soviet posters exhibited.

November 7-December 15

The Nearest Edge of the World: Contemporary Art from Cuba

Opening Reception: November 7, 5:00-8:00 PM
Gallery Talk: 4:00 PM

Spring 1991

February 1-March 1

Helen Blair Crosbie Sculpture Awards

March 14-April 3

Arteries —All School Show

April 8-April 14

MCA Foundation Art Auction

April 20-April 27

MFA Thesis Exhibition

May 8-May 29

Senior Show

Huntington Gallery

Fall 1991

September 17-October 27

I Dream a World: Portraits of Black Women Who Changed America

Photographs by Brian Lanker.
Sponsored by Boston's Museum of Afro-American History.

November 16- December 19

Beth Galston / Charles Stigliano

Galston: Environmental Installation

Stigliano: The Adam and Eve Relief Series

Opening Reception: November 21, 5:00-8:00 PM.
Gallery Talk: 4:00 PM.

Spring 1991

January 17-February 20

The Graphic Workshop Poster Exhibition

March 6-April 27

Seeing Through "Paradise":

Artists and the Terezin Concentration Camp
Works on paper done by inmates of the Terezin
Concentration Camp in Czechoslovakia.
Opening Reception: March 6.

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

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Alumni and Development Office
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Boston, MA. 02115

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From the Association

a message from James Fitts

You can't open a newspaper or watch the local news without developing symptoms associated with Mass Depression. These are very difficult times for everyone in New England, and everyone involved in the "arts" knows it first-hand.

But, it is not the intention of this letter to underscore, again, the severity of the effects the Massachusetts fiscal crisis has had on MCA. Instead, it is my intention to start this season with the good news. And, because of all of us alumni/ae, there is significant good news.

The 1989-1990 year was one of continuing achievement for our growing Association. The alumni/ae who volunteer—and/or those who contribute generously to our Annual Fund Campaign—make the Association and its programs work for the college, and for us.

With your continued financial support, we joined with the MCA Foundation in providing the college with an annual "cash" gift. And, with your volunteer support we promoted the work of alumni/ae and the college through the newsletter, we organized a phonathon to generate financial support for college programs, we made plans for more alumni/ae exhibitions and we supported students through mentor and work study opportunities.

So, on behalf of the college and the students, the Association thanks you for all that you have done. We also ask—as usual—that you keep up the good work. Without your continued financial support and volunteer energy, we will not be able to build on the achievements of 1989-90:

The Annual Fund: Once again we surpassed our goal of \$40,000! Over 87% of the 907 donors were

alumni/ae, and they contributed \$31,485 of the total \$43,690. The 1990-91 goal is \$50,000. Please be as generous as possible.

The Phonathon: Some 80 alumni/ae volunteers made over 1,200 phone calls in October, 1989. Many were apprehensive at first, but everyone ended up elated by the very positive response they had from alumni/ae they talked with. Great stories, and good times. Why not join us, and call the friends you've been meaning to call since you graduated.

Perspectives: Incredible alumni/ae volunteer time and energy is spent in producing each issue of the newsletter. As you can see, they have done it again with this, the first of this year's three issues. Our congratulations and deep appreciation to the newsletter committee from all of us. And to everyone who enjoys the newsletter, please consider volunteering *some* time.

The Art Auction: Thirty-eight alumni/ae were among the 101 artists who contributed work for the auction which netted \$21,000 for the college. The funds will be used to buy curriculum-related equipment, for faculty development and scholarships. Because of budget cuts, the college has *no* money for this type of equipment or faculty development.

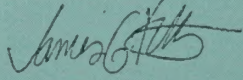
Lights For The Main Gallery: Several classes from the 60's are working to raise funds (approximately \$20,000) specifically for the purchase and installation of track lighting for the new Main

Gallery. The students (through the Student Government Association) consider this such an important expense that they have agreed to contribute \$10,000 over five years from their own student fees!

Senior Show: The Association voted to sponsor the annual senior show in May each year. We believe it is important to highlight the work of our soon-to-be alumni/ae by helping the seniors to show the best of their work to a broad audience. It was a great success, and we look forward to continuing this event. Mark your calendars—you'll be very impressed.

Alumni/ae Exhibitions: We are working with the college to take over the gallery space outside of the President's office as an alumni/ae gallery. If it works out, we hope to make this space available for three or four extended shows of alumni/ae work each year. We also are about to begin planning for another blockbuster alumni/ae exhibition in 1991-92 that would be similar to *MassArt's Massarts* in 1989. We will keep you informed of our progress, and how you might participate.

Those are some highlights, and we hope that you agree that they are impressive. To continue this success, we will need your support. Congratulations, and thanks.


James G. Fitts ('71)
President

LONGWOOD BUILDING TO BE DEVELOPED BY BETH ISRAEL HOSPITAL

In a long anticipated move, neighboring institution Beth Israel Hospital has been chosen by the Commonwealth of Massachusetts to develop the site of MCA's Longwood Building. As reported in the August 14 issue of *The Boston Globe*, the hospital plans to construct a 14-story tower to be used for offices and clinical outpatient care. The new building would comprise 500,000 square feet, including the parking space for 300 cars.

For the development rights, Beth Israel has agreed to pay \$16.25 million with the new tower costing an additional \$117 million.

The facade of the Longwood Building will be preserved as part of the new construction. The remaining studios and facilities of the College are expected to be merged into the Huntington Avenue complex by the end of 1991.

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MARY GAGLIANO, Alumni/Development



CORRECTIONS

Distinguished Alumnus Garth Huxtable was misidentified as class of '38 in "MCA Honorary Degrees." He was a proud member of the class of '33. Last issue was a particularly bad one for surnames and we apologize to the following persons for our errors in spelling: Bessie M. Starkie ('31), Judith Harney ('60), Harvey Levensohn ('66), Marie Louise Lessiard ('73), and Susan E. DeCrosa ('80). To anyone else whose name has been distorted in past "News & Notes" and gone uncorrected, we regret the error.

PUTTING THINGS INTO PERSPECTIVES

Perspectives is the publication of the Massachusetts College of Art Alumni Association. Three regular issues are produced yearly: Spring, Fall and Winter. Its purpose is two-fold: To provide alumni/ae with a means to communicate with each other and furnish the College with a vehicle to inform alumni/ae and friends on current and future activities.

Perspectives will publish—as interest and space dictate—articles of both general and specific interest, artwork, notices of events, awards, exhibitions and other subjects that will inform and promote the MCA community. Submissions should be typed and doubled spaced. Photographs should ideally be black-and-white prints. All written submissions are subject to editing for style and brevity. You are invited and encouraged to submit your comments and contributions.

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ORIGINAL WALTER SMITH BOOK DONATED TO COLLEGE

At the Annual Meeting, the Alumni Association was pleased to accept on behalf of MCA the donation of an original Walter Smith Perspective Drawing Book from Matthew Delaney ('70) and Pat (Tirrell) Delaney ('71). Walter Smith was the founder of the school that became the Massachu-



Matthew Delaney, Alumni Association President Jim Fitts, Pat (Tirrell) Delaney and MCA President William O'Neil.

setts College of Art and was the author of a series of books of art instruction, of which the donated book is part. The book has been added to the incomplete collection of the set in the MCA Archives.

The Delaneys came upon the book accidentally. Of their discovery, Matthew writes:

"Pat and I, along with our two children (Sara and Beth), often travel long but somewhat directionless days while vacationing. We take great enjoyment in back-country roads and tend to immerse ourselves in the local flavor of the region.

This book was found on a very simple trip through New Hampshire backroads. I am always on the lookout for bargains on old guitars or cameras, and while perusing a box of sheet music, I happened to spot the Walter Smith book on perspective. I realized immediately who he was, but I did not notice that the publication date was the same as the founding of MCA until several years later. At that time I discovered that the book was the first in a series published by Mr. Smith on various aspect of art. I then felt that I would someday like to place it in the collection of the College, but I wanted to be sure that it would be cared for properly.

The interest of the MCA Alumni Association in both the donation, and our membership in the Association has most greatly appreciated. It is encouraging to see that MCA finally has a proper building, and an ever-increasing family of alumni/ae who really care about the people and the place."

FACE VALUE

Painting alumnus Ralph Hamilton ('68) has received a grant of \$22,000 from The Pollock-Krasner Foundation, Inc. of New York for 1990. The award was given for his Portrait Face Series which is now at #68. This series was begun in 1981 and he expects to reach #100 in 1991. The paintings are all 30" x 30" oil on rag board and consist of a frontal, larger-than-life portrait face. Many well-known people are included in this series, such as "James Merrill," "Seamus Heaney," "Seiji Ozawa," "Klaus Tennstedt," and "Jane Alexander" as well as "people from everyday life." Hamilton says of his work: "At #68 I am not in the least bit bored with the idea--every face is so different--I know it will go beyond #100! I take each preliminary snapshot myself, and from there go on to the painting; by then the person is already 'in my head' and the painting brings that person 'out of my head.'"

ALUMNI EXHIBITIONS

Update and Call for Entries

11th Floor

In January 1991 the exhibition space outside the President's Office on the 11th Floor of the Tower Building will be turned over to the Alumni Association for programming of shows of MCA alumni/ae work. This will give alumni/ae of the College a highly-visible, ongoing forum at the College. At this time, the Association welcomes all alumni/ae to submit their work for consideration. Painting alumnus Stephen Mishol ('84) has volunteered to serve as manager of the space.

Proposals may be for solo or group exhibitions. Applicants should be alumni/ae and may submit up to 20 slides of the specific (or closely comparable) works to be displayed. Actual pieces will not be accepted. *Works must be ready to hang or install and all applicants must be prepared to install their work with assistance from the gallery manager and assistants.* Applicants should bear in mind the limitations and constraints imposed on work by the location and nature of the exhibition space. Those interested in showing 3D works are urged to visit the space and consult with the Alumni Gallery exhibition manager.

Work will be selected from the slides by a jury of non-alumni from outside the College community. For more information, contact the Alumni Office.

Bi-annual Exhibition

The College's Exhibition Committee has also approved the Alumni Association's proposal for a major alumni/ae exhibition every two years to be held in the College's Main Gallery. The success of the last Alumni/ae exhibition, *MassArt's Massarts*, was significant in the Committee's decision and will serve as a model for upcoming Alumni Association shows. It has been proposed that the next exhibition--to be held during the 1991-1992 academic year--be of the 3D Departments of the College: Ceramics, Fibers, Glass, Metals and Sculpture. While still under consideration, alumni/ae working in these disciplines are urged to prepare their slides and proposals (again, no actual works can be accepted) in anticipation of a call for entries to appear in an upcoming issue of *Perspectives*. Individuals interested in serving on the organizing committee of the exhibition are invited to contact the Alumni Office.



Ralph Hamilton holds "Ralph Hamilton," #21 of his Portrait Face Series.

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Any persons interested serving on any of these boards should contact the Alumni Office.

Massachusetts College of Art Foundation, Inc.
by James A. Champy, Chair, MCA Foundation, Inc.

For the 1989-90 year, we established three program objectives:

1. To continue the growth of the Annual Fund.
2. To launch of a "Friends of Mass Art" program.
3. To execute a highly visible, high quality fund-raising event.

The Annual Fund grew in 1989-90 to \$46,690 from 907 donors. This was an increase from \$26,325 and 533 donors in 1988-89 and \$15,668 and 374 donors in 1987-88. This effort was substantially assisted by alumni/ae volunteers, organized by the Alumni Association, who produced the exceptional Annual Fund poster and staffed the telethon with 83 volunteers over four nights. The telethon not only produced over \$16,000 in pledges for the Annual Fund, but also provided valuable information for upgrading alumni/ae records, the backbone of all our solicitation work.

Together with the extraordinary support of 38 faculty and 39 alumni/ae, the Foundation sponsored an auction of the work of faculty, alumni/ae and friends. The proceeds from the auction will provide \$19,820 for equipment and student support (and paid for the construction of new walls in the Main Gallery). The quality of the art and the event was well noted by those attending.

An ongoing program to create a "Friends" group for the college was launched. Persons making gifts of \$250 per year to the college became members of the "Friends of Mass Art" and will participate in various activities. This program is an important cultivational activity intended to grow the college support base.

The Foundation made grants to the college in the amount of \$5,000 for faculty development and \$6,000 for exhibitions.

We administered eleven Association and Foundation trusts valued at \$261,473 which generated

Additionally, the Foundation, through the staff, administered \$142,256 in funds for student and program support; and, provided a vehicle for securing other program funding from individual, foundation and public sources.

During the next academic year, we begin planning to launch a campaign for a permanent endowment for the college. This significant effort will require the assistance of administrators, faculty and alumni/ae. We also will continue to expand the programs described above.

Of course, the College and the Foundation do not achieve these results alone. We owe a deep gratitude to the resurgent Alumni Association which, through the leadership of its Directors, has drawn back to the college the critical and considerable support and participation of the college's alumni/ae. In addition to their work on behalf of the Annual Fund, we must credit their newsletter, *Perspectives*, not only for rekindling alumni/ae interest, but also for providing us with an informative and handsomely-designed journal which promotes MCA throughout the business, philanthropic and art communities. Through these and many other activities, we are reminded of the enormous value all alumni/ae hold for the benefit of educational institutions.

In addition to making this report to you, I would like to acknowledge the support the Foundation already receives from the faculty and administration. Those of us who are friends, alumni/ae and trustee members of the Foundation enjoy our partnership with those of you who contribute your time and work. We intend that our joint efforts significantly benefit the college—and, selfishly, do admit to receiving more than a little “nourishment” from our association with all of you.

by William Gunn ('42)

JUNE 30, 1990
ZZZZZZZZZZZZZZZZZ

On June 30th we put last year's Annual Fund to sleep! Here's the final record...

Last year's fund-raising activities have been put to bed and the last donation tucked between the pages of our checkbook. The Foundation Annual Fund Committee wishes to thank everyone for the continuing and expanding cooperation we are receiving from the Alumni, Faculty and Staff as well as the Friends of the College. The graphs that ac-

company this article show the dollar amounts we received and the increased numbers of donors for the last three years. We particularly ask you to note the total figures for the 1987-1988 compared to the 1989-1990. Total donations show \$15,886 in 1988 compared to \$43,690 (an increase of 64%) in 1990. The other significant figure is total donors. In 1988 we had 374 donors and, in 1990, 907 donors (an increase of 59%). The increase in dollars indicates a generosity of the pocketbook but the 533 additional donors has a special significance because it indicates a generosity of the heart and spirit—an appreciation for what is being done at MCA and a wish to participate in life at the college.

We exceeded our goal of \$40,000 by \$3,690! We extend our sincere thanks to the many who contributed to make this 1989-1990 Annual Fund a success:

I Jian Lin ('84) who designed and produced the Annual Fund Poster. Paper was supplied at cost by Rourke Eno. Separations were donated by Charles Travis ('51) of Pace Color Separators. Without these three substantial donations the poster, fast becoming a Fund Campaign tradition, would be financially impossible to consider.

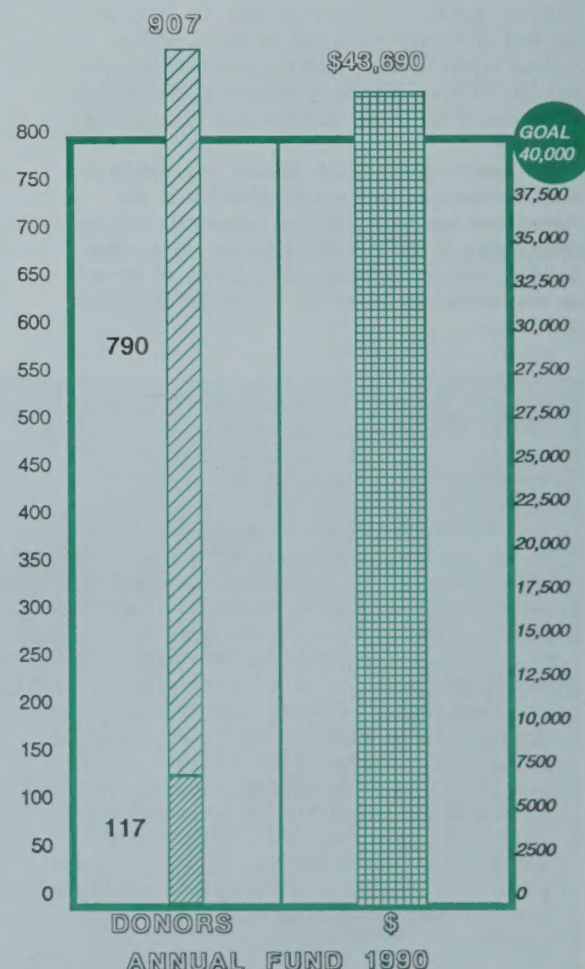
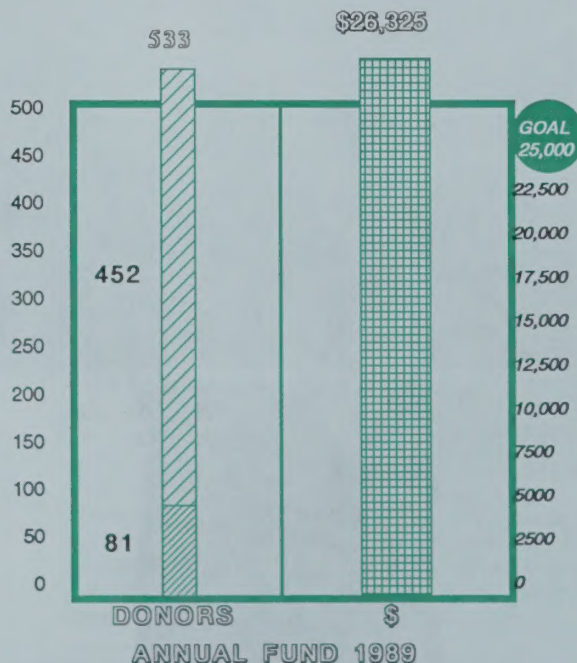
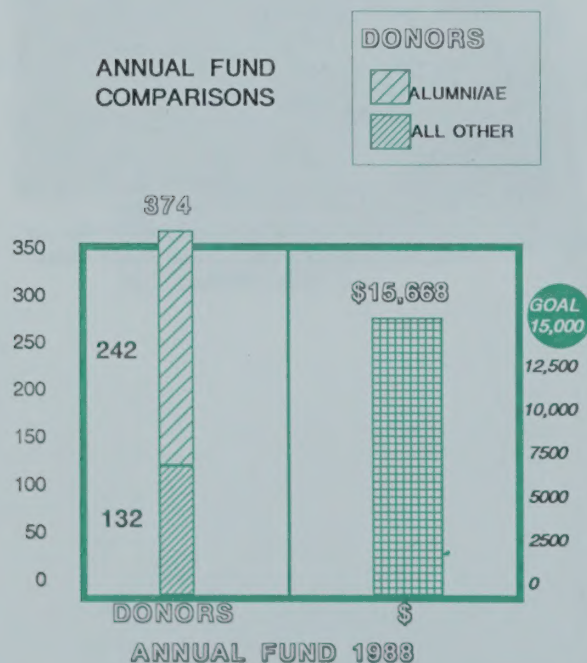
Bill Hannon ('56) served with me as co-chair of the Foundation Annual Fund Committee. The Alumni Affairs/Development Office provided administration, clerical and staff assistance. Mary Gagliano supervised the Phonathon and provided year-long administration of the fund raising effort—boundless energy from a very dedicated person. Rena Golden tirelessly solicited volunteers for the Phonathon. In four nights of calling almost seventy people participated including fifty-eight alumni/ae (See *Perspectives*, Winter 1990 for the complete list). San Shoppell ('84) provided staff support as needed throughout the entire campaign.

Finally, to those 907 donors who made the Annual Fund Campaign a success by their generous response to our phone calls and letters—our deepest thanks for your contributions both of spirit and dollars.

SEPTEMBER 4, 1990
BZ-BZ! BUZZZ! BZZZZ! BUZZ-BZ!
 It's your wake-up call for this year's Annual Fund!

Phonathon seeks volunteers.

On September 4, the Alumni Office began making the phone calls for volunteers for the Annual



Fund Phonathon. Again this year we look forward to the strong support we have received from the alumni/ae, faculty, College staff and Friends. We will be seeking 100 volunteers to match up with the phones we will have available. Last year saw seventy-four volunteers, of whom fifty-eight were alumni/ae. They began with the class of '38 and went to the class of '89—representing over fifty years of students who fondly remember their days at MCA.

If you're lucky enough to have your phone ring with a request to help, please respond as you have so cheerfully in the past. If we've somehow missed calling your name and you'd like to spend a happy evening with old—and new—friends, don't be shy. Call us—right up to October 17! Rena Golden, our Volunteer Coordinator, will fill you in on the details.(Her number is (617) 232-1555, ext. 257.)

The Phonathon takes place on the four nights of October 15, 16, 17 and 18—Monday through Thursday. Please consider one or two nights. Or if you're having so much fun you can't tear yourself away, stay all four nights.

Annual Fund Poster.

Look forward to receiving number three in the Annual Fund Poster Series. This year's striking contribution by Kenneth Fitzgerald ('83) introduces a distinct personal style with a reproduction of an original artwork of his making—a mixed media drawing/collage done expressly for the poster. The poster's image features Frances Thompson ('23/'36) and Peter Madden ('91) to represent and commemorate the enduring spirit that spans past, present and future generations of MCA women and men.

Production of the poster was aided by Marc English ('86), who served as advisor/production manager and solicited the donations of services. Source photographs for the artwork were provided by Lori DeSantis ('87) and the MCA Archives, via archivist Paul Dobbs. Once again, Charles Travis ('51) produced excellent color separations from a transparency donated this year by Boris Master Color. Typesetter Allison Associates set the texts. Printing of the poster was through the courtesy of Bill Pedersen and Graphic House. Special thanks go to Frances Thompson and Peter Madden for donating their images and words to the project.

**OCTOBER 15, 1990
RINGG! RINNGGG!**

Merry Phonathon volunteers ring alumni/ae phones off wall!

The third week in October has been designated Phonathon Week: October 15-18, Monday-Thursday are our hit days. Hopefully, all our volunteers will be signed up and ready to swing into action. Each night's activities begin at 5:00 and end at 9:00. The first hour is orientation and a light supper. This brief training session and social gathering precedes distribution of pledge cards and call sheets at 6:00. Then we hit the phones.

Call sheets will be organized by class years so you can select the year of your choice—your own year if you want! We hope for a representation across the decades of graduating classes amongst our volunteers. In past years we've had many enjoyable conversations between classmates. We do have a real and important goal to achieve but that hasn't stopped lots of interesting and fun conversations over the phone—and in the office with the other volunteers.

Again this year Sandra Saner of the MCA Foundation has arranged for us to use the phones in the offices of Prudential Capital Corporation in the Prudential Tower. We are very appreciative of their generosity in allowing us to use their facilities.

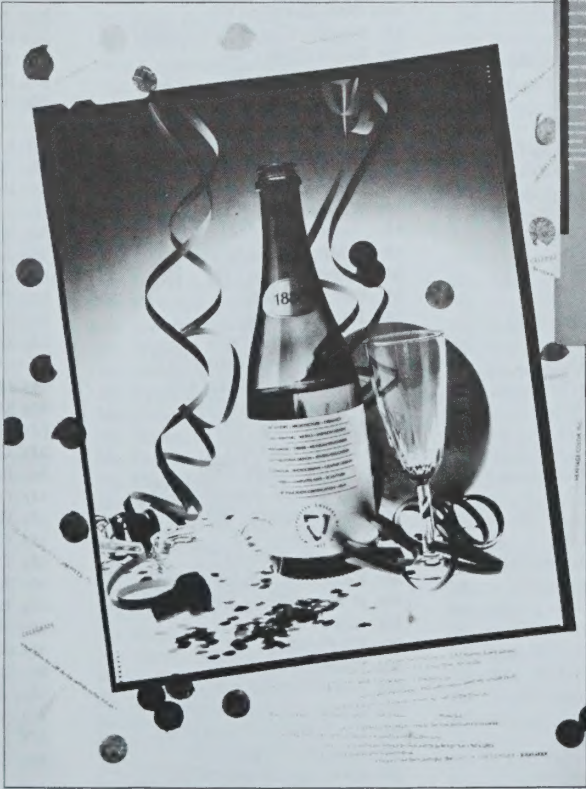
As you sign up, you will be mailed a packet containing all you'll need for your Phonathon evening: dates, times, facts and figures on the College and a script for those needing those first words. But after a few calls, you'll have your own words—and the beginning of a great time for you and a great benefit for MCA.



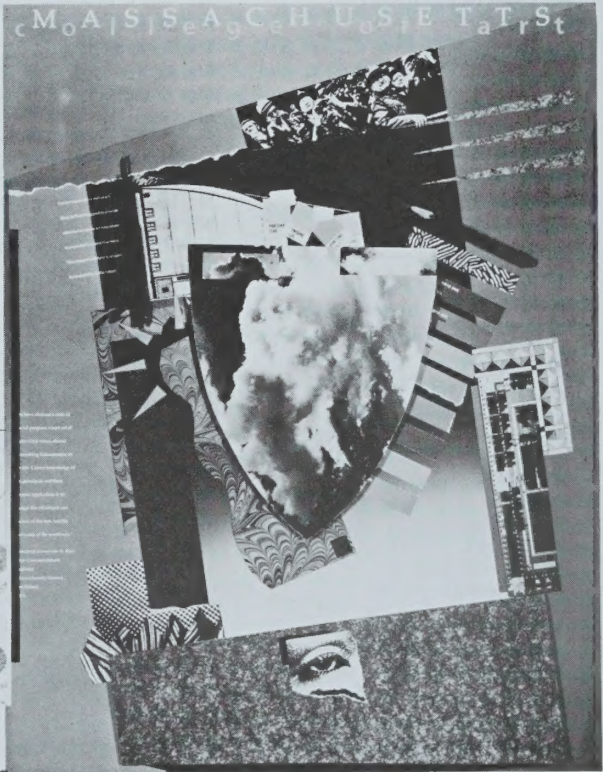
1991 Poster by Kenneth Fitzgerald ('83)
(Photograph © David Caras)

ABOUT THE POSTERS

Each of the three Annual Fund Posters shown here were produced through the volunteer efforts of alumni/ae and friends of the College. If you are interested in submitting a design or aiding with the production of next year's poster, you are invited to contact the Alumni Office at MCA.



1989 Poster by William Hannon ('56)
(Photograph by Lori DeSantis ('86))



1990 Poster by I Jian Lin ('84)
(Photograph by Lori DeSantis ('86))

a letter from President O'Neil

As I discussed in the last issue of *Perspectives*, our college budget was reduced by 3 1/2% for the fiscal year 1990-1991. However, because of the continuing deteriorating fiscal position of the Commonwealth we have just received another 4% reduction for the total fiscal year 1991 resulting in a shortfall of 7 1/2%. The two graphs displayed with this article depict the status of the system of public higher education in Massachusetts. One graph deals with the system as a whole and the second the specific situation at MCA. These graphs dramatically show the impact that the fiscal problem is having on our college and system.

Once again, we are attempting to cope with this situation by cutting back even further on campus activities and leaving additional positions unfilled in an attempt to adjust to the new fiscal reality. The students, and where appropriate, their families, are making up for a portion of this shortfall by paying higher fees. At the present time, every indication points to increased fees for the spring term.

On the positive side, our previously approved capital funding is beginning to change the face of our campus for the better and reconstruction efforts are currently on schedule. The Longwood move should be completed by early 1992. Your assistance in volunteer support and in monetary contributions are making a difference to life on campus. I want you again to know that all of us who work at the College are very grateful for your efforts.

William F. O'Neil

William F. O'Neil

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Ms. Martha Woolverton ('75)
Mr. Allan Woolwine ('69)
Ms. Collette L. Wright ('43)
Ms. Marie R. Wright ('59)
Ms. Sally L. Wright ('58)
Mr. Milton Wuilleumier ('53)
Ms. Judith Nordstrom Wylunda ('62)
Mr. & Mrs. Hunter Yager
Ms. Lynn Yeslow-Finn ('84)
Mr. Charles York ('73)
Mr. Stephen York ('29)
Ms. Jennie Zalesney ('49)
Ms. Jean Day Zallinger ('39)
Ms. Jean A. Zampiceni ('70)
Ms. Alicia Zampitella ('87)
Ms. Mary Kay King Zavatone ('50)
Mrs. Paula Zellen
Mr. Michael-John Zolli ('67)



MCA FOUNDATION/ALUMNI ASSOCIATION TRUST FUNDS GROW

by Stephen Farrell, Director, Alumni & Development

In May, 1987, the MCA Foundation and Alumni Association made \$4,240 available to the college for awards to students at Convocation. In May, 1990, that amount had grown to over \$15,000. An additional \$3,000 went to support computerization of library records. This dramatic increase in support is the result of a growing understanding among alumni/ae and friends that, through dedicated trusts, they can create significant living memorials to loved ones, family and friends; and, at the same time, respond to the heightening needs of both students and the college in this period of increasing costs and declining budgets from the state.

We have had a number of inquiries for information on existing trusts and how to contribute to them, as well as for information on how to establish new trusts. We provide the following descriptions in response to those inquiries; but, more importantly, because we deeply appreciate the generosity of each and every donor, and we would like to acknowledge their thoughtfulness.

The Abbott-Doucette Award is an outgrowth of the Ceramic Guild of MCA, one of the College's oldest awards. It was renamed by the Alumni Association for the late Professor Charles Abbott and Professor Emeritus Russell Doucette. Both of these exemplary men were MCA ceramics instructors.

"The use is at the discretion of the Alumni Board for benefits of students (undergraduate or graduate), who are found qualified by the Ceramics Department faculty. In case of no grant in a year, the interest may be used for the benefit of the department. Selection of recipients may come from an annual ceramic exhibit or sale, and must represent high standards of design, craftsmanship and individuality. Financial need may be a consideration, but not a basis. Age, class, sex, nationality or religion may have no preference."

The Alumni Association Memorial Award was established in 1987 to honor the memory of Royal Bailey Farnum, Patrick Gavin, Priscilla M. Nye, Phillip Palmstrom and Gordon Reynolds.

All contributions to the Foundation/Association which are dedicated for use as scholarships, but which are under \$1,000, are added to this trust. Contributions between \$1,000 and \$2,499 are added to the trust, and the donor's name (or a name chosen by the donor) is added to the plaque. Contributions between \$2,500 and \$4,999 are added to

the trust, the donor's name (or a name chosen by the donor) is added to the plaque and a specific award entitled "Alumni Association Award in memory of (Name)" is given each year. Contributions over \$5,000 are invested as separate trusts under names chosen by the donors. Annual awards are made to students meeting the donors' criteria.

"The recipient shall be a junior who not only has achieved success in the department conferring the award, but also who has demonstrated leadership and a strong commitment to the well-being of the College. Until such time as the trust produces sufficient interest to make more than one meaningful award, the award shall rotate annually among the college's several departments."

The Russell P. Coleman, Jr. ('87) Memorial Award was established in 1988 by family and friends of this life-loving man who graduated from MCA at the age of 70! Upon graduation from Harvard's School of Architecture (he studied under Gropius and Iten), Mr. Coleman worked with Charles T. Main & Co. as an architectural engineer in the late 40's. He demonstrated a remarkable talent in architectural rendering, and his work was very highly regarded. From blueprints, Mr. Coleman created detailed renderings of how the proposed structures would appear on the landscape, clouds and all. Among other work, Mr. Coleman depicted paper mills, hydroelectric plants and even palaces in Saudia Arabia. Throughout his career, Mr. Coleman continued to study. At the Museum School, he twice was awarded the prestigious Bolt Award for excellence in figure drawing.

"The recipient shall be a junior who is a painting major, based on merit and need. The recipient shall receive the award at the beginning of his or her senior year."

The Helen Blair Crosbie ('32) Sculpture Award was established in 1987 by the late Dr. Stanley Crosbie to honor his wife. Mrs. Crosbie lives in Phoenix, and continues a fast-paced life as a sculptor. Although she creates life-size work occasionally, Mrs. Crosbie is best known for her 12-18" bronze figures. (Among recent commissions are figures of Burt Reynolds and Loni Anderson.) Mrs. Crosbie visits MCA annually to participate as one of three jurors who select the award recipient.

"The recipient shall be selected by a three-person jury. The award recognizes a graduating senior who shows the greatest potential in sculpture, which is defined as carving, modeling or constructivism."

The Doliber Skeffington Award was established

by Lee Doliber ('72) and his partner and wife, Lynn Skeffington. In 1990, Doliber Skeffington moved their firm, which specializes in packaging, from Boston to Miami. While at MCA, Lee was a founder of the Design Research Unit, and for many years was a member of its Board of Directors. DRU is a student-operated, independent design firm providing services to non-profit groups—and design/business experience to students. In 1989, Lee's work was selected to be included in *Mas-sArt's Massarts*, the first exhibition of the achievements of alumni/ae working in design in the college's history. From 1987-1989, Lee served as president of the Alumni Association, working long hours to make the Association a strong, supportive asset to the college. At the 1989 Commencement, Lee was honored as recipient of the Godine Community Service Award in appreciation for his extraordinary contributions to MCA.

"The recipient shall be a junior, enrolled as a full-time, active participant in DRU, and will be nominated by the faculty by virtue of academic merit and bona fide design talent."

The Donis A. Dondis ('45) Scholar Award (and the Travel Fellowship noted below) was established by Harold B. Dondis in memory of his late wife. Donis Dondis was a truly extraordinary woman: BFA in Design and Painting, MCA; Honorary Doctor of Fine Arts, MCA; Honorary Doctorate, Emerson College; Professor and Dean, School of Public Communications, Boston University; Research Associate, Visible Language Workshop, MIT; painter; sculptor; photographer; filmmaker; graphic designer; art director; art educator; author; and, business consultant. Among friends and colleagues she was known as "just a very nice person!"

"The recipient shall be a junior who demonstrates outstanding intellectual and artistic potential."

The Donis A. Dondis ('45) Travel Fellowship

"The recipient shall be a graduating senior, or a junior (who will receive the award upon graduation), from any discipline. The award shall be for the purpose of defraying the cost of entering and attending a school outside the United States; or, for completing a well-defined project having artistic merit. The award shall be based on the student's prior work, work submitted and a written proposal."

The Gamblin Painting Award was established in 1989 by Martha and Robert Gamblin, owners of Gamblin Artists Colors of Portland, Oregon.

"There shall be two annual awards, one man and

ART EDUCATION DEPARTMENT RECEIVES MAJOR GIFT IN HONOR OF THE LATE ROBERT THOMAS HIGGINS ('55)

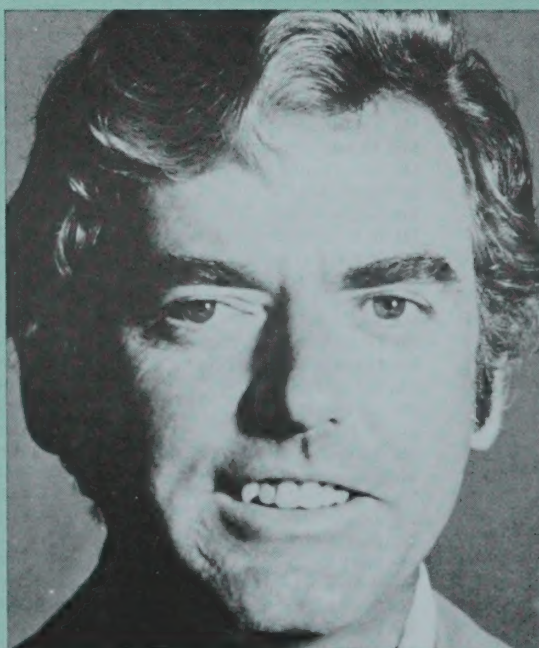
by Stephen Farrell, Director, Alumni & Development

At Convocation on May 23, Mary Castiglione ('90) and Cynthia McKeon ('90) became the first recipients of the Foundation's newest trust: The Robert Thomas Higgins Memorial Awards. The trust was established early in 1990 by the remaining members of Robert Higgins' family: Mrs. Esther C. Joseph, Mrs. Dorothy Marie Lynch, Mr. Warren J. Higgins, Mr. W. Roger Higgins, and, Sr. Rosemarie Higgins F.M.M.

Each year, the Foundation will make available eighty percent of the annual interest from the trust's \$20,000 principal for two students—either juniors and/or seniors—in the Art Education Department. (Foundation policy requires that twenty percent of the annual interest remains in each trust to help maintain its integrity over time.) Recipients of the awards are chosen by the department's faculty, and are given in recognition of exceptional merit and need.

Bob Higgins, born November 22, 1932, in Brockton, Massachusetts, was the youngest of seven children born to William J. and Agnes E. (Brides) Higgins.

At an early age, Bob revealed his double gift as both artist and musician by playing the piano and constantly sketching people and events. When the time came for him to go to college, Bob had difficulty choosing between the two gifts. He finally



Robert Thomas Higgins

decided to attend MCA, from which he graduated in 1955 with a Bachelor in Fine Arts. Bob financed his education by playing the piano in lounges, as well as other after-school work. Throughout his life, he used his talent for music by playing the piano or organ during summer vacations at the local or Cape Cod lounges.

Bob served in the U.S. Army, President's Honor Guard, Fort Myer, Virginia, following graduation from MCA. After his army tour, he attended Boston University; later transferring to Bridgewater State College where he graduated with a Masters in Education.

Bob returned to Brockton in 1963. For fourteen years, until his premature death on September 9, 1977, he taught art at Brockton High School. He also taught evening classes in art at Harvard. He was well known as an artist, as well as a teacher and musician. His paintings were exhibited in one-man shows and other art exhibits. He belonged to several professional and educational organizations.

Bob was held in very high esteem by the students and faculty at Brockton High School. The graduating class of 1978 dedicated its yearbook to Bob as a tribute to his teaching, the years he served on the yearbook committee and for the wealth of legacy he left to his students. The yearbook's dedication reads: "...we pray that nothing of his life will be lost, but that it will be of benefit to the world; that all he held sacred may be respected by those who follow him; and, that everything in which he was great may continue to mean as much to us now that he is gone. We ask you that he may always live on in our hearts and minds, our courage and conscience."

All of MCA's students, the College, the Foundation and the Alumni Association extend their deepest appreciation to Robert Thomas Higgins' family. We shall work to help keep his life's work and memory alive.



one woman, both junior painting majors. Each recipient shall receive a full set of Gamblin oil paints at the beginning of their senior year."

The Godine Fellowship was established by the late Dr. Morton R. Godine as the first trust to be administered by the newly-formed MCA Foundation. Dr. Godine, who passed away in 1988, was a scholar, businessman and teacher, and an extraordinary friend to MCA.

From 1975-1988, Dr. Godine served the college in many capacities. He began his association as Vice President of Administration and Finance, a position he held until 1982. In 1981, he became a founding member, and chair, of the MCA Foundation. In 1984, Dr. Godine was appointed by Governor Dukakis as a member of MCA's Board of Trustees. Upon his death, the Trustees sought to honor Dr. Godine by dedicating the college's library in his memory: The Morton R. Godine Library.

"The Fellowship shall be awarded to help defray the cost of traveling for the purpose of completing a well-defined project, the exhibition or publishing of work, or any project having artistic merit as determined by the faculty. The selection of the student shall be based on the merit of the student's prior work at the college, work submitted, a written proposal and a statement that the funding for the proposal is not generally available through state appropriations."

The Morton R. Godine Library Trust was established through an unrestricted bequest from Dr. Godine, as well as gifts from his family and friends.

"The purpose of the trust shall be to "enhance" rather than "maintain" the Morton R. Godine Library at the Massachusetts College of Art for the benefit of students, faculty and alumni/ae."

The Robert Thomas Higgins ('55) Memorial Awards (See accompanying article.)

The Maggy Krebs Gift was established in 1988 on behalf of the Maggy Krebs Caring Group. Ms. Krebs was a feminist, lesbian artist who moved from California to Boston in 1972. In the words of a friend, "she was a very special woman...who changed the lives of most of the people she met. She had a fierce penchant for details, and in having her work as flawless as possible." During her years here, Ms. Krebs was a volunteer at Gay Community News and did artwork for Otherfund, Homophile Community Services (now Gay and Lesbian Counselling Services) and the Gay Pride Committee. Her artwork was featured at the Kaleidoscope Art show in Cambridge in 1986, and the Femmecore Art Show in Boston. While dying of cancer, friends established the Maggy Krebs Caring Group which is described as "one model of the ways our community is learning to cope with extended illness, death and grief—our own and that of friends and family." Upon Ms. Krebs' death in 1987, the group set up this memorial fund.

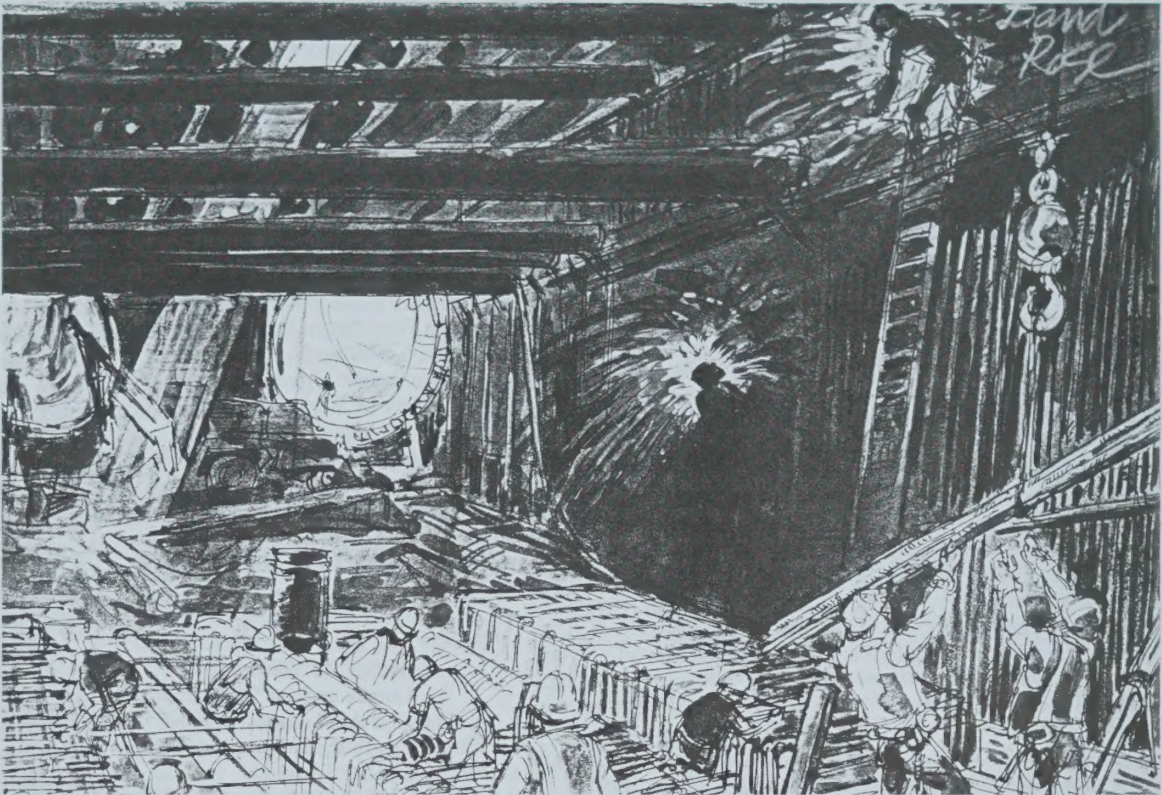
"The recipient shall be chosen solely on financial need, but it is the group's strong preference that the recipient be a woman.

The Ella K. Munsterberg Award is given in memory of this well-loved and respected former faculty member. Ms. Munsterberg was born in Germany, and attended Radcliffe and the School of the Museum of Fine Arts. She was recognized as a world traveler and accomplished lecturer. She also served as president of the Statehouse Women's Club. Ms. Munsterberg taught Art History at MCA until 1953.

"The recipient shall be a senior demonstrating outstanding achievement in Art History."

The Pace Gallery Award was established by Arnold B. Glimcher ('50) who is owner and president of Pace Gallery, New York. Among his many interests, Mr. Glimcher produces movies, including: *Legal Eagles* with Robert Redford and Debra Winger, and *Gorillas In The Mist* with Sigourney Weaver.

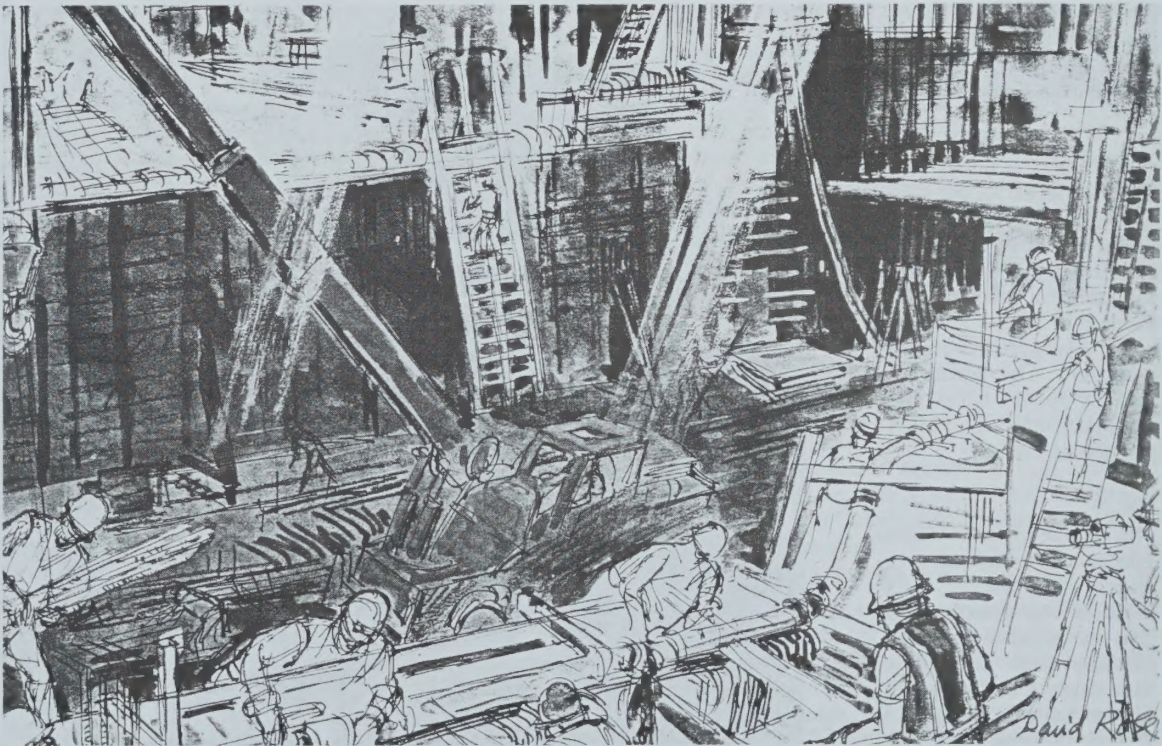
"The recipient shall be a graduating senior of exceptional merit. The award shall be used to help defray the cost of graduate study, and shall alternate between the painting and sculpture depart-



IMAGES FROM THE UNDERGROUND

Documentary artist David Rose ('31), known for his courtroom sketches of famous trials, has been on hand illustrating the construction of the Los Angeles Metro Rail subway. Always attracted to the first-hand experience of the activity surrounding important events, David has been down in the tunnels and around the construction sites docu-

mening the subway project. His sketches, done in pen on gray paper and occasionally fleshed out with pastels, watercolor and gouache, strive to "capture the vitality of the scene, capture its essence...." His lunch-break portraits of workers and site studies were exhibited at Los Angeles' City Hall Bridge Gallery over this past summer. Also, his work will be the subject of an article in the September issue of *The Artist's Magazine*. (David Rose was profiled in the Spring 1988 issue of *Perspectives*.)



ments. Proof of intention to enroll in an accredited graduate program is mandatory."

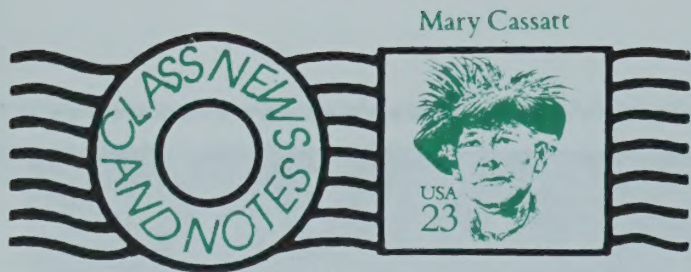
The Ron Placzek ('71) Theater Arts Award was established by family and friends in 1987. Ron, who was thirty-six at the time of his death in New York, worked as art director for Columbia Broadcasting System on the daytime soap opera *Guiding Light*. He received an Emmy for his work in 1985. Ron also designed productions of *Guys and Dolls* and *Pal Joey* for the Royal Theater of Denmark, and, locally, the revival of *Ain't Misbehavin'* for Stage West in Springfield. In addition to designing several shows at repertory theaters in New York and Goodspeed Opera House in Connecticut, Ron taught art at Kennedy School in Billerica, N.Y., and in the Worcester Public Schools.

"The recipient shall be an outstanding graduating

senior pursuing a career in the theater arts, including: TV and video production; filmmaking; script writing; performing arts; set design; and, costume (fashion) design."

By a majority vote of the Board of Directors of the Massachusetts College of Art Foundation, Inc., the Foundation and Association shall provide eighty percent (80%) of the interest earned annually to the college for the purposes noted in the trusts. Twenty percent (20%) shall remain with the trusts to help insure their integrity over the years. The Foundation/ Association shall not charge any administrative fee for the management of trust funds under their control.

For further information, please contact the Alumni/Development Office.



Mary Cassatt

'21 We received a letter from Mrs. Irene C. Separini which reports that after graduation she was engaged as Supervisor of Art for the public schools of New Bedford, MA and later as an art teacher at Edison Junior High School in Brighton. She wrote, "Though I did not 'set the world on fire' with my accomplishments, nevertheless, nothing can take away from me that my four years at MCA were indeed my 'golden years'..." Irene also informed us that Kenneth F. Bates, a former instructor at Cleveland Institute of Art, received the Distinguished Teacher Award from the CIA Alumni Association for his forty-three years of outstanding service. He was also awarded the title Dean of Art Enameling by the Enamelist Society for his tremendous career as an enameler, teacher and author and in recognition of his contributions to the art of enameling.

'31 Harlow Lent recently participated in *Earth, Air, Water and Fire* at the T.W. Wood Art Gallery, Vermont College Arts Center.

'39 "I don't think of myself as anything but an animal sculptor," says Anne Philbrick. Anne sculpted the Huskie dog at Northeastern, has a piece at Brookgreen Gardens in South Carolina and is represented in many collections. Her parents met at MCA, and her father, Otis Philbrick, was one of MCA's past presidents.

'40 Mrs. Marce Harkins Galvin, Educator, lives in East Dennis, MA. She is retired after a nearly thirty-five year career in the art education field. Marce is very involved in the Cape Cod community and looks forward to seeing old friends and making new ones at MCA.

Phyllis (Preston) Brousseau has retired from her job as Art Supervisor of the Allendale County Schools in South Carolina. She has had one woman exhibits at the Hitchcock Center, Edgefield Library, Republic National Bank, and Etherbridge Center at the University of South Carolina.

'41 Louise Shattuck (Sculpture) is a member of the Society of Animal Artists (New York) and does

commissioned animal sculptures for dog shows, clubs and several firms. She also raises and shows dogs in the United States and England.

'45 Beverly Hallam (Art Ed) marks 1990 as the tenth year that she has been recreating nature with an airbrush in her studio in York, ME. The Evansville Museum of Arts and Sciences, Paramus, New Jersey, 4 November through 16 December, 1990, and the Polk Museum of Art, Lakeland, Florida, 11 January through 3 March, 1991.

'50 Eugene Conlon exhibited new paintings this summer at the Munson Gallery in Chatham. The exhibit marked 30 years since the Munson Gallery first began exhibiting



Side Porch, Chatham, watercolor by Eugene Conlon.

Mr. Conlon's works in Chatham. The show included 32 watercolors completed in the last year dealing in a realist manner with the architecture and landscape of New England, long a familiar subject for Conlon. Recognized for his distinctive style, Conlon has won numerous awards including the Gold Medal of Honor at the New England Watercolor Society Exhibit this past January.

Roberta (Goodman) Braen (Des. & Ill.) participates in many and various group shows in upstate New York. She teaches art at William Nottingham High School in Syracuse, New York.

'52 Jerrine (Soper) Hapsburg (D&P) is the past President of the Farmington Artists Club and a member of both the Birmingham, Michigan Society of Women Painters and the Visual Arts Association of Livonia. She has five children, four grandchildren, and taught drawing and oil painting for eighteen years.

'55 Sylvia Carlos Slattery is a member of the Wethersfield Art League and the West Hartford Art League. She exhibits in the Connecticut Watercolor Society.

'56 *Out West and Back East: Landscape Lithographs* is Joan Washburn Cole's (Art Ed) most recent offering. Ms. Cole has exhibited widely in galleries and

Eisenberg has exhibited nationally and internationally and recently had a one woman show, *China Series*, at Boston College.

'58 Robert Alberetti's (D&P) *Milano II*, oil/paper on canvas, was recently chosen from over 500 entries for inclusion in the exhibition, *The Connecticut Vision* at the Wadsworth Atheneum, Hartford.

Ann Smith Rahming (Art Ed) has been experimenting with yarn, paint and beads in the creation of tapestry paintings. Ann lives in San Jose, CA, where she continues to exhibit her work in galleries, juried shows and national corporations.

'60 Helen Shair (Art Ed) produced the five part television series, "Assertive Hearing," for which she and Needham Channel 13 received the James L. Jenks, Jr. Award from the Board of Directors of the Boston Guild for the Hard of Hearing. Helen, a deaf activist, also received an Outreach Recognition for Community Awareness Medal for her work on the program.

'67 Elizabeth Vezeau (Fashion) is a graphic designer for Window Pretties, where she creates logos, packaging, illustrations and advertising art for wholesale and retail catalogs. She also freelances and donates her time and talents to the Sanford, Maine Stage Company. Elizabeth claims that her "greatest achievement, however, has been for the past twenty-two years circulating a newsletter among the '67 graduates of the Fashion Design and Illustration Department".

Joan Goodman (Graphic Design) is self-employed as a graphic designer in Carlisle, Massachusetts, where she is building a house with her husband and friends. She has one child and sang with EvoNas, performing traditional Balkan folk music for twelve years.

'70 Anne Marie Rousseau (Painting) is an Adjunct Assistant Professor at Baruch College, New York City. Her recent accomplishments include one person shows at the Katzen/Brown Gallery and Lehigh University, as well as Artist-in Residence at Yaddo this past August.

'76 Sara Irving (Painting) had a one woman show of landscape paintings and photographs at Casa del Artes Gallery, Las Cruces, New Mexico.

Cathy Whalen (Fibers) has opened a custom frame shop and gallery in Danvers, MA.

'78 ...something about dreams, choices, and lucky breaks..., a show of recent collages by Frances Grandinetti (Ceramics) was presented in Somerville, MA, 1 - 22 April 1990.

'80 Mary Hudson Kozak (Painting) is self-employed in Norwood, MA.

Clare Oswald Weber (Art History) has recently moved to Boston from Albany, where she was the Educational Programs Coordinator at the Albany Institute. Welcome back, Clare!

'81 Ruth Whitney (MS, Art Ed, BFA 1973) is the Director of the Child Care Center at Martha's Vineyard Hospital and the owner of "Major Creations" which specializes in landscapes.

Susi Walsh (S.I.M.) is the Executive Director fo the Newton Television Foundation. She is also the proud mother of three year old girl, Mira, and raises chickens and goats in her Norfolk home.

'82 Kathleen (Neilson) Dunn (Fibers) works at the Boston Public Library as an Audio-Visual Assistant. She tells us that the AV Center is always interested in previewing films made by local filmmakers to purchase for their collection.

'84 Amy Watt (Graphic Des.) of Malden, MA has been named vice president at Mullen in Wenham, MA. In addition, Watt will continue to serve as senior art director. During her six years at Mullen, Amy has worked on



Amy V. Watt ('84)

virtually every client's advertising and in every category of the agency's business, including Carpet One (the country's largest co-op of carpet stores), Puma, and Frito-Lay's Smartfoods, Inc. Her efforts have garnered

recognition from Clio, The One Show, New York Art Directors Show, Andy Awards, New England Hatch Awards, and New England Broadcasting Association/ Best of Broadcast. Her efforts helped Mullen in being named Adweek/New England's Agency of the Year for the second time.

Erica Licea-Kane ('84) and **Janis Lavine** ('86) participated in *Ties that Bind*, an exhibit that explored the divergent conceptual strategies employed by artists utilizing traditional fiber technologies and/or materials in their work. The show, held at the Bannister Gallery at Rhode Island College, highlights the broad aesthetic expansion of the fiber arts in the past twenty-five years.

'85
Regina Zelaya (Glass) is currently employed at Data General as a Production Editor and desktop publishing specialist. She works as a sculptor in her own studio in Natick. Recently she exhibited in Germany and sold a print to the Musee des Arts Decoratifs in Switzerland.

'86
Sonia Batalian (Graphic Design) left full-time work to start freelancing in 1988. Her clientele is growing throughout Massachusetts and includes volunteer graphic design for the first Armenian Museum in Massachusetts.

'88
David J. Mahoney (Illustration) is currently working for the Boston Police Department as an artist. He has recently completed his sixth watercolor painting, in a series on the different aspects of the police officers' roles for the Boston Police Museum. David also creates art for the United States Coast Guard. One of his paintings is touring the United States this year in the Coast Guard Show.

'88
Les Poseurs, a series of black and white photographs by **Carolyn Russo** was exhibited at Harvard University in April. Ms. Russo works as a photographer for the Smithsonian Institution's National Air and Space Museum. Her work has appeared in Professional Pilot and Air and Space Magazine. She is also involved in a joint venture as an aerial photographer, providing "air to air" photography of vintage airplanes.

'89
T.J. Norris' *Unearthing Censors* exhibition opened at the Boston Center for the Arts this past summer. T.J.'s works are collages on paper that consist of found objects and images, as well as thoughts and phrases written directly on the paper. The works combine the subjects of personal memory and current social and political issues.

'90
Azviel Shiloh (I.D.) has accepted a position as Exhibit Designer for the Boston Museum of Science.

Obituaries

'14
Mary (Anderson) Cassidy, our oldest alumna, died on 18 April at the age of ninety-seven. Mrs. Cassidy taught basketry, drawing and painting to private students at her studio in Uxbridge, Massachusetts for two decades. She also designed Uxbridge Common and was a patron member of the Rockport Art Association for more than fifty years. Her mural, "The Gloucester Fisherman," is in the Oyster Cabin Restaurant in Uxbridge.

'42
Walter Stronach writes us that his wife, **Virginia LeVarn** (Fashion), passed away in March. "What she learned made her a wonderful wife and mother, able to make clothes for the family, have wonderful flower gardens, appreciate life from artistic point of view, and leave behind some memorable paintings."

'71
Carol (Cohen) Getman, Vice President of Show Promotion, Inc. of Burlington, which promotes and produces trade shows, died on 18 May. Carol taught art in the Peabody elementary schools from 1971 to 1981.

'87
Garrison Green (Fashion) of Boston recently died of pneumonia. He had been associated with Studio 106, a Boston antiques dealership, for several years.

MCA

REUNIONS Class of 1950 by Mary Kay King-Zavatone ('50)

The Class of 1950 celebrated it's 40th Reunion on Saturday, June 23rd at Rosalie's Restaurant in the lovely little seaside town of Marblehead, MA. With one exception, our 35th, we have had a reunion every five years. Then-president Mr. Gordon Reynolds remarked that we were "the cream of the crop" and it still holds true. For the charm, talent and "vigah", we remain close, undaunted and together.

The restaurant was perfect, filled with old mementos, aged brick, beautifully appointed tables and ancient victorian bar. From A to Z, Atkins to Zavatone (whenever could I use that?), everyone was there. Forty two graduates and their twenty-seven uncomplaining spouses--who have to be the most patient and noblest of human beings--enjoyed hors d'oeuvres and a superb dinner in unexcelled ambiance. Rosalie checked to make sure that we were all behaving ourselves and between restaurateur Rosalie and Todd Feinberg, classmate Sylvia Gruber Feinberg's son, this duo out did themselves in making our evening a night to remember.

"Mike" Rogers Proctor came from California; Milton and Arlette Sullivan from Illinois; Kay and Paul Hatgil, from Texas; Burt and Molly Goldstein, New York; Bill and Catherine (Stennis) Daley, from PA.; Marianne Salzer Cornish, from Connecticut; Roberta Goodman Braen, New York; and Nancy Choate Stoefl from New Hampshire. Tom Sgouros, a "provisional" member of the class and his wife Joan, joined us from Rhode Island, where Tommy is head of Rhode Island School of Design's Painting and Illustration Department. Many sent regrets and donations and were sorely missed.

We did manage two rousing renditions of "Happy Birthday" to both Paul Shea and Bob Glorieux. Barbara David's husband, Fred, won the "Spouse Pot," a new invention of Bill Daley's. We were all young and lovely again. For a while, time never moved. The once lovely, lithe girls are still the same, only better- golden hair turned to silver, still gorgeous, still talented. The once handsome men, still youthful, still our heros, our friends--showing style and maturity. The years dropped away for just one wonderful evening. We had a great time, a sweet time, and if there were any regrets, it was that we could not exchange pleasantries and thoughts with everyone.

A rousing T-shirt sale, some last minute scrambles for Reunion Books and telephone numbers, and hasty promises to "keep in touch," and "We'll see you at the next reunion," finished off an evening of good friends, good food and good memories, memories, memories.

A check of \$700 was presented to the MCA Foundation, with the expressed desire to set up a

Class of 1969's Recipe for a Reunion: Good for 50-60 People.

by Ken Thatcher ('69)

1. Get class mailing list from school for your graduating year.
2. Also get list of classes for two years previous and two years after you graduated.
3. Cross reference with class rosters for the four years everyone in your class attended.
4. Send out invitations.
5. Send out tickler postcards.
6. Call everyone you have not heard from. Use directory assistance to get phone numbers if they are not on the lists from the school, you'll be suprised.
7. Tell everyone you reach that they are the only ones not coming, lay it on thick and make 'em feel real bad.
8. Throw in some food, tonic, wine, beer, T-shirts, a band and mix together.
9. Mark up everything 100%, take the money and run.
10. Recommended cooking time: 5 months.

On May 23rd, 1990, the class of 1969 had its



Roberta holds forth! All the way from Syracuse, NY. Left to right: Costas Lathuras, Roberta Goodman Braen and Paul Hatgil--Professor Emeritus, University of Texas.



Local girls Janet Streeter Fowke and Dawn Weathersby Randall share experiences. Janet in the editorial artist and painting field, Dawn with her painting and teaching. They haven't changed a bit...



Arlette Sullivan, wife of Milton Sullivan (Professor Emeritus, Southern University of Illinois), on right, listens to the accomplishments being related by James Atkins, former president of Atkins & Reilly, A/V specialists in Boston.

seed program to assist incoming first year students. As yet no decision has been made as to which program we would like to sponsor or to which fund we would contribute. Whatever we decide, we hope that it will please all.

Kudos to the Reunion Committee which consisted of: James Atkins, Norman Gardner, Robert Glorieux, John Cody, Leo Cody, Yale and Bette Rachlin. Special thanks to Lillian Lefkowitz Slater who accompanied Bette and me to Rosalie's and extra special thanks to Bette and Yale for their help in every way: Yale, for advice and Bette for consent--and everything else: support, meals, relaxation *pour moi*! It would never have been accomplished without the above and I appreciate it more than I can express in words.

first reunion in over twenty years. The organizers of the reunion would like to thank all those alums who attended. This was the largest MCA reunion anyone can remember.

The proceeds, after expenses, amounted to more than \$1000 which was donated on behalf of the Class of 1969 to the College to purchase badly needed lighting for the new Main Gallery in the Kennedy Building of the school.

Class of 1965 by Bob Manosky ('65)

On June 23, 1990 the Class of 1965 enjoyed its second getting together in three years. The party, which included alumni, spouses and children, was held at the Main Art Gallery. With the support of the Alumni Office and the Exhibits Department Scandinavian style tables and chairs were supplied and works of art from the past and the present were hung.

Plans are in the works to hold a major multi-class reunion (classes of '65, '66 and '67) to celebrate the completion of the Main Gallery's Lighting system and the dedication of a permanently displayed commemorative plaque.

CAREER RESOURCES OFFICE

by Margaret Johnson
Director, Career Resources Office

Mentor Program

The Office of Career Resources is working towards a fully functioning Alumni Mentor Program this FY 1990-91.

The purpose of the program is to provide MCA students, juniors and seniors, with a one-to-one opportunity for career exploration with alumni/ae during the academic year. Alumni/ae who volunteer to serve as mentors are listed and are paired with students seeking information.

We plan to orient students to the guidelines of the program including initiating the first contact, appropriate contact between mentors and students of planned meetings (including reasonable times to make phone calls, particularly at home in the evenings, confidentiality and specific tasks required of students. This will include suggesting appropriate dress for visits to your place of work.

The mentor should allow time for discussion of particular issues such as routes of entry into your field, balancing a career and personal commitments, and other topics you may consider important for the student to know about.

This program, we feel, will be of great value to the student, giving them the opportunity to spend time with an alumnus whose career field they find interesting. Offered during the fall and spring semesters. The program allows students time to explore possible career opportunities and to make a direct connection between their education and potential careers.

If you are interested in offering to be a mentor you will not be asked to offer jobs, and we will make certain that students will not show up late for appointments or call you without a specific purpose and question.

Seminars by Lloyd Held and Helen Hawes
Marketing your artwork: the artist's perspective
If you don't know where to begin marketing your artwork, or you'd rather not think about it, then this workshop may be the place for you to start. Just as no two artists are alike, no two marketing strategies should be alike. The approach we take in the workshop builds upon your unique vision as an artist and your individual working process. Applying your creativity as an artist to marketing strategies makes the process more playful and results in many more career options.

An important part of marketing your artwork is helping your audience to connect with your work. Who is your ideal audience? Where would you ideally like to see your artwork hung or installed? You can set your goals without compromising your ideals.

After a creative brainstorming session to identify goals, we will clarify the mechanics of reaching those goals. The steps include setting priorities, subdividing the plan into doable pieces, making both short term and long term goals, establishing support networks, and having fun in the process.



Helen Hawes and Lloyd Held.

Money and the artist

If you feel like there's never enough money, then this seminar may help you start to address the issues of why. We will discuss the nuts and bolts of pricing your artwork, and look carefully at the current art market to see who gets what. Your preconceptions about money will be aired, and we will discuss how your attitudes toward money may be effecting how much of it you have. Do you see yourself as a "struggling" artist? What are your notions about "fine art" vs. "commercial art"?

In addition, we will consider some more abstract issues such as seeing yourself as a valuable resource, and the distinction between art as a gift to the community and an as a commodity.

Is there life without commercial galleries?

The answer is a resounding yes. However most artists have been taught to believe there are no other options. In this seminar, we will discuss the many alternatives to the commercial gallery. This includes a wide variety of agents, art consultants, art liaisons, alternative spaces, etc. It also includes a wide variety of commissioning and fee structures. This broader vision can help return to you the sense that you do have some power to define the standards by which your work will be seen and sold. This discussion will be followed by some practice negotiating sessions between artists and gallery owners and/or agents. Through this active learning process we are able to distinguish the empowered artist/negotiator in ourselves and learn to identify successful negotiating techniques.

The commission process

If you enjoy working with others and prefer doing your artwork when you know you'll be paid for it, then commission work may be right for you. In this seminar we'll discuss how to get started doing private or public commissions and what to expect along the way. The emphasis will be on preparing you for the oftentimes complicated issues of commission work such as:

- How to convince someone to buy something that doesn't yet exist.

- How to realistically cost out your project without selling yourself short.
- How to maintain artistic integrity while working with a committee.

Discussion will be accompanied by a slide presentation. A diversity of projects reflecting different collaborative approaches will be examined from the perspectives of both the artist and the client.

Helen Hawes is a practicing artist as well as founder and co-chair of the Boston Society of Architects' Art and Architecture Committee. Helen works and teaches at Vernon Street studios in Somerville. She has done major commissions for such companies as Towermarc Development Corporation, Arkwright Insurance Co., and New England Telephone Company. Her work hangs in over 100 collections nationwide.

Lloyd Held integrates computer aided design and handmade skill to create his artist furniture. Lloyd's work is being exhibited in the Boston Area by the Wellesley Design Center. He is on the Committee on the Visual Arts for the Cultural District of Boston.

Dates for the workshops are:

January 30
February 27
April 24
May 29

All are from 7- 9 PM. The workshops are \$7.50 per seminar and \$25.00 for all four. The profits will go to the Student Art Supply Fund through the Alumni & Development office. Parking available.

Please contact Margaret Johnson, Director, Career Resources for further information. 617-232-1555 ext. 384.

Also remember The Alumni Job Newsletter! It includes grant and exhibit opportunities on a bi-weekly basis at \$25.00 for six months. Checks can be made payable to MCA Placement Trust Fund.

VISITING ARTISTS PROGRAM

by Michele Furst, Visiting Artists Coordinator

The Fall 1990 Visiting Artist Series begins on Thursday, September 27th, at 6:30 PM with a slide/lecture by the distinguished Canadian architect, Douglas J. Cardinal. Mr. Cardinal's visit to the College is co-sponsored by the Environmental Design Department.

Known nationally and internationally for his use of rounded forms and dramatic natural lighting, Douglas Cardinal has been credited with creating an indigenous Canadian style of architecture with curvilinear, organic buildings, as demonstrated in his award-winning St. Mary's Church in Red Deer, the Grande Prairie Regional College, the Ponoka Provincial Building, St. Albert Place and the Edmonton Space Sciences Centre.

Mr. Cardinal will speak about his most recent project, the Canadian Museum of Civilization in Hull, Quebec. Cardinal sees the lines and scale of his creation as echoing the natural forces that created the Canadian landscape. The Museum building is a visual blend of curving copper roofs, sinuous interior spaces and breathtaking glass-curtain walls — design elements he describes as symbolizing "forms sculpted by the winds, the rivers, the glaciers."

Douglas Cardinal began practicing architecture in Edmonton, Canada in 1964, and in January 1976 incorporated under the name of Douglas J. Cardinal Architect, Limited. Since its inception, the firm has undertaken projects of a diverse nature—from individual houses to institutional and government projects, to twenty-five year community development plans. The firm is one of North America's leading users of the computer-aided drafting (CAD) system. The firm is committed to "raising the built environment to the realm of art; developing architecture to be compatible and in harmony with ourselves, our environment, the needs of man and nature."

Visiting Artists events in October and November include a series of presentations in conjunction with the *I Dream a World: Portraits of Black Women Who Changed America* photography exhibition, co-sponsored by the Museum of Afro-American History and presentations on contemporary art in Cuba, in conjunction with the *Nearest Edge of the World* exhibition by two Cuban artists in residence.

For complete information please call 232-1555 ext. 504 and ask to add your name to the Visiting Artists mailing list.



POSITIVE IMAGE

In association with the Boston organization Gang Peace, Lori DeSantis ('87) has helped produce this billboard to be displayed in fifteen different locations around Boston over the next six months. It's purpose is to "benefit the inner city by positive images" and serve as both reminder and inspiration to the people living in and working to improve Bos-

ton's troubled neighborhoods. To those outside these areas, it aims to display—to politicians and citizens alike—the diverse nature and spirit of the residents. Lori—a Photography alumna and *Perspectives* photo editor—lives in Dorchester's Upham's Corner area and has previously donated her talents to the Boston Youth Campaign of last year. Along with this, an exhibition of her photography was presented at Boston City Hall.
